

FIG. 1

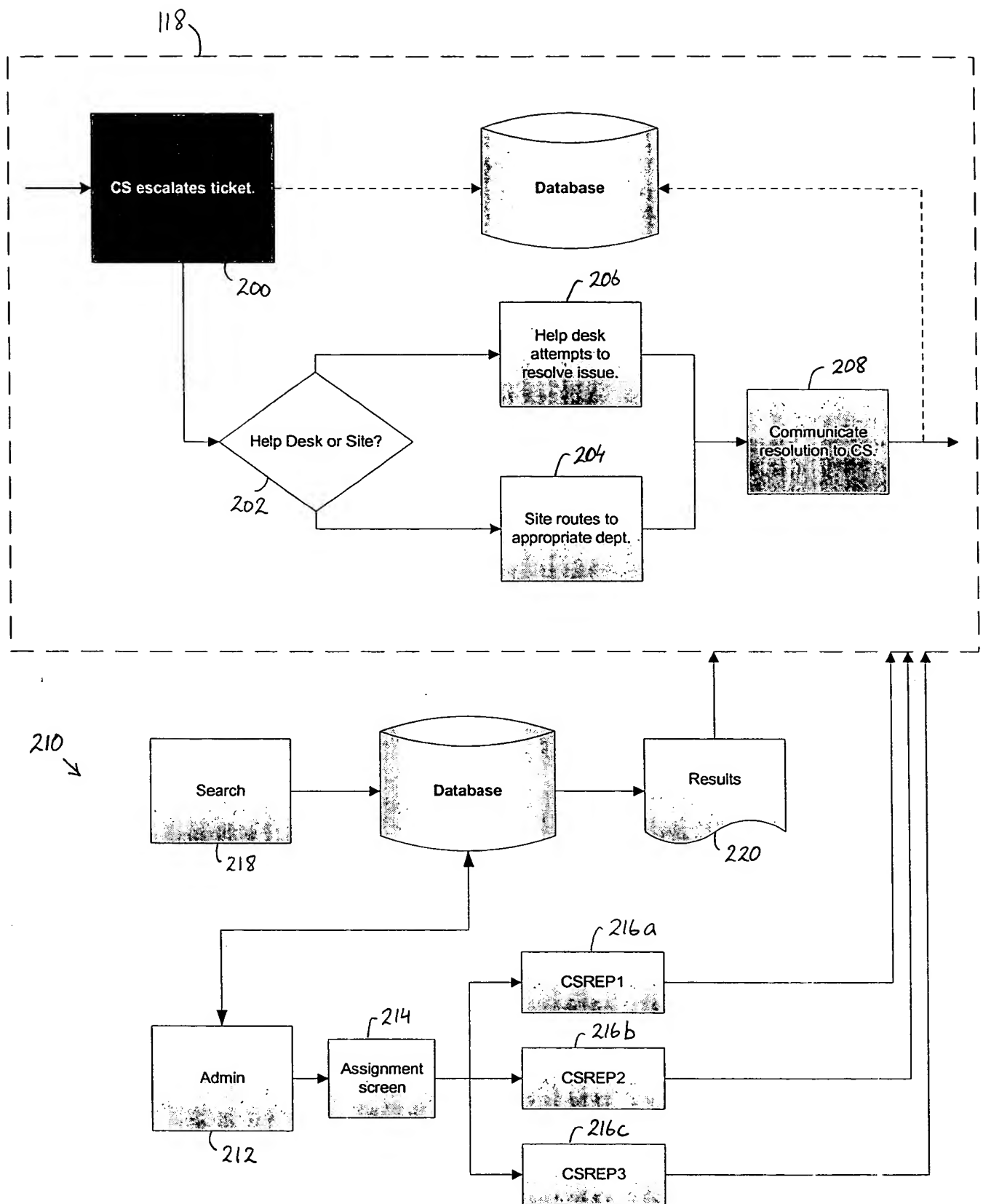


FIG. 2

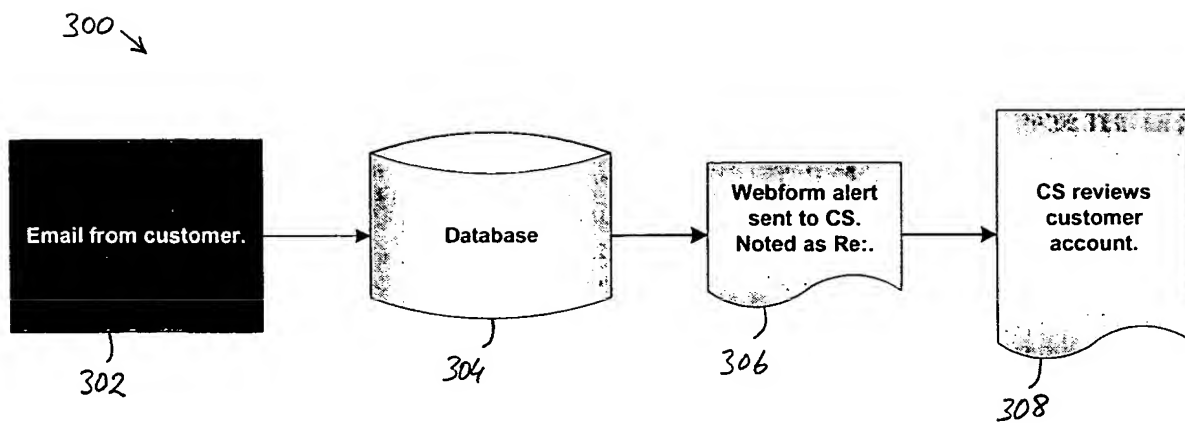


FIG. 3

TXCN on TV

- [Video](#)
- [Sports Talk](#)
- [Big Movie Show](#)
- [Entertainment](#)
- [Texana/Travel](#)
- [Food/Recipes](#)
- [Health/Science](#)
- [Personal Tech](#)
- [Nation](#)
- [World](#)
- [En Español](#)

- [My-NetLink](#)
- [My Specials Direct](#)
- [Register](#)
- [Account Info](#)
- [My-Cast](#)
- [Make this your home page](#)
- [TXCN Career Opportunities](#)

Have a question, concern, suggestion or just want to give us your feedback on TXCN.com?

For immediate answers, please consult the many resources in our Frequently Asked Questions. If you check our FAQs and don't find the answer to your questions, please submit your question, comment or problem here and we'll be sure to get back to you as soon as possible.

To contact the online staff, simply fill out the form below, and we'll be in touch with you as quick as we can. Remember, the more details you give, the better we can help you.

First Name:

Pablo

Last Name:

Casals

E-mail Address:

pablo@cello.com

Is your e-mail a:

Question Complaint Comment

Is your E-mail related to:

Advertising

Please type your message here.

You need more cello stories.

Submit Clear

Fig. 4

400

402

404

406

408

Inbox

- Folder List X
- Archive Folders
- Outlook Today - [Mailbo
- Calendar
- Contacts
- Deleted Items (3
- Drafts
- Inbox
- Journal
- Notes
- Outbox
- PocketMirror
- Sent Items
- Tasks (2)
- Prototype
- Public Folders
- Universal Registration

Subject

bihelpdesk  
Wilson, Tracy  
Annual Meeting of Shareholders

Received

Tue 5/7/2002 9:36 AM  
Tue 5/7/2002 8:34 AM

From: bihelpdesk  
Subject: CASE-ed685238e4.93.88.f.a.12.4308fdae-CASE

To: Coleman, Tom

Cc:

Dear Pablo,

We have received your comment and will get back with you shortly.

\*\*\*\*\* Your comment \*\*\*\*\*

You need more cello stories.

} 504

500

} 502

Fig. 5

# Customer Service

[Home](#) [Search](#) [New Ticket](#)

Main Page

Open Tickets

NONE (5)

tespe.belointeractive.com (4)

testwily.belointeractive.com (8)

vit3.bcn.com (5)

www.pe.com (2)

} 602

600

Fig. 6.

## Search Results

### Open Cases

700

testpe.belointeractive.com

Ads

09-APR-2002 15:44 (Chris Wynne) Question "sdf sdf sdfsd "

Employment

15-APR-2002 15:36 (Jodie Gayton) Comment "I need a job. I'm unemployed..."

News Content

07-MAY-2002 09:30 (Pablo Casals) Question "You need more cello stories..."

17-APR-2002 13:52 (testin meass) Comment "How do you spell supercalifrao..."

PE font size

11-APR-2002 11:13 (Jane Doe) Question "I can't see the type on the pa..."

702

FIG. 7





# Customer Service

[Home](#) [Search](#) [New Ticket](#)

## Process ticket

**Ticket: CASE-ed685238e4.93.88.fa.12.4308fdae-CASE**

800

Site:    
Referrer: <http://testpe.belointeractive.com/cusssv/info.jsp>  
Email: [tom.coleman@belointeractive.com](mailto:tom.coleman@belointeractive.com)  
First name: Pablo  
Last name: Casals  
Phone:   
Relates to:    
Type:    
OS:    
Browser: Mozilla/4.0 (compatible; MSIE 6.0; Windows NT 5.0; Hotbar 3.0; Q312461; .NET CLR 1.0.3328)  
Entry date: 07-MAY-2002 09:30

802

## Messages

Date:  From:  Subject:   
MAY-07 09:35 (tom.coleman@belointeractive.com) [You need more cello stories.](#)

Message:  

FIG. 8A



# Customer Service

Home Search New Ticket

## Process ticket

**Ticket: CASE-ed685238e4.93.88.fa.12.4308fdae-CASE**

800

Site:    
Referrer: http://testpe.belointeractive.com/cussv/info.jsp  
Email: tom.coleman@belointeractive.com  
First name: Pablo  
Last name: Casals  
Phone:   
Relates to:    
Type:   806  
OS:    
Browser:   
Entry date: 07-MAY-2002 09:30 808

802

## Messages

Date: From: Subject:  
MAY-07 09:35 tom.coleman@belointeractive.com You need more cello stories. 804  
Message: You need more cello stories. 804

Fig. 8B

**Response**

Header: Dear Pablo.

810

812

**Templates**

822

Category:

- ALL Advertising
- ALL Cars.com
- ALL Employment
- ALL Gold Standard
- ALL Items Linked

Change category

Templates (None)

Best Regards,  
Michelle

Footer:

11listsens@khou.com  
Bfelt@krem.com  
Cgonzalez@wfaanews.com  
Ckelley@dallasnews.com

bcc:

testpe.belointeractive.com | final | adv/mktg  
testpe.belointeractive.com | final | news/ops  
testpe.belointeractive.com | final | wutest  
testpe.belointeractive.com | final | yannoemail

Escalate:

Spell Check View Escalation (Do not email)

Status: Open

Save & Escalate (Do not email user)

Save & Submit (Email all)

Fig. 8c

## Response

Header:

Dear Pablo,

812

Thank you so much for taking the time to write us concerning the news story not being updated. We appreciate hearing from you.

Our news is updated continuously as news events occur. We strive to provide the most up-to-date information possible.

Some browsers and internet service providers do "cache" our site to provide faster downloads by their users. This process which keeps an version of a web that is sent to many users sometimes results in users seeing an older version of our web site pages. Clicking on the

Body:

Best Regards,  
Michelle

Footer:

11listens@khou.com  
Bfalk@krem.com  
Cgonzalez@wfaa.com  
Ckelley@dallasnews.com

bcc:

www.pe.com | final | adv/mktg  
www.pe.com | final | news/ops  
www.pe.com | final | wutest  
www.pe.com | final | yannoemail

Escalate:

830

Spell Check

View Escalation (Do not email)

Status: Open

Save &amp; Escalate (Do not email user)

Save &amp; Submit (Email all)

## Templates

Category:

822

ALL News Content  
ALL Other  
ALL Paid Newsletters  
ALL Registration  
ALL Special Features or Contests

Change category 828

Templates (ALL News Content)

Info Link

News not updated  
Streaming Video

Append Template

Prepend Template

Replace Template

FIG. 8D

Response

Header: Dear Pablo,

812

Thank you so much for taking the time to write us concerning the news story not being updated. We appreciate hearing from you.

Believe it or not, you are the first person who has ever requested a cello story. We have forwarded your request to the appropriate news department for review.

Body:

Thank you for your continued support and for making PE.com your online information source.

Footer: Best Regards,  
Michelle

Footer:

bcc: 111istsens@khou.com  
Bfelt@krem.com  
Cgonzalez@wfaaews.com  
Ckelley@dallasnews.com

Escalate: www.pe.com | final | adv/mktg  
www.pe.com | final | news/ops  
www.pe.com | final | wutest  
www.pe.com | final | yannoemail

Spell Check

View Escalation (Do not email)

Status: Open

Save & Escalate (Do not email user)

Save & Submit (Email all)

Templates

Category:

- ALL News Content
- ALL Other
- ALL Paid Newsletters
- ALL Registration
- ALL Special Features or Contests

Change category

Templates (ALL News Content)

- Info Link
- News not updated
- Streaming Video

Append Template

Prepend Template

Replace Template

FIG. 8E

832

834

836

**Inbox**

Folder List	Subject	Received
Archive Folders	bihelpdesk	CASE-ed685238e4.93.88.fa.12.4308fdae-CASE
Outlook Today - [Mailbox]	Strong, Michelle	Finished loading the CS system

**From:** bihelpdesk  
**To:** Coleman, Tom  
**Subject:** CASE-ed685238e4.93.88.fa.12.4308fdae-CASE 904

Dear Pablo,

Thank you so much for taking the time to write us concerning the news story not being updated. We appreciate hearing from you.

Believe it or not, you are the first person who has ever requested a cello story. We have forwarded your request to the appropriate news department for review.

Thank you for your continued support and for making PE.com your online information source.

Best Regards,  
Michelle

902

900

Fig. 9

Phone: null

Relates to:

News Content

Type:

Comment

OS:

Win32

Browser:

Mozilla/4.0 (compatible; MSIE 6.0; Windows NT 5.0; Hotbar 3.0; Q312461; .NET CLR 1.0.3328)

Entry date:

07-MAY-2002 09:30

Update only (Do not email user)

1000

## Messages

Date:

From:

Subject:

MAY-07 10:28

(tom.coleman@belointeractive.com)

RE: CASE-ed685238e4.93.88.fa.12.4308fdae-CASE

} 1002

Message:

Thank you. Just to let you know, there will be a cello concert at TCU on Saturday afternoon. You might want to send a reporter.

Thanks,

Pablo

-----Original Message-----

From: bihelpdesk

Sent: Tuesday, May 07, 2002 9:47 AM

To: Casals, Pablo

Subject: CASE-ed685238e4.93.88.fa.12.4308fdae-CASE

MAY-07 09:46

(michelle.strong@belointeractive.com)

CASE-ed685238e4.93.88.fa.12.4308fdae-CASE

MAY-07 09:35

(tom.coleman@belointeractive.com)

You need more cello stories.

Fig. 10

## Response

Header:

Dear Pablo,

## Templates

Category:

ALL Advertising

New ticket

**New Ticket:**

Site:

Referrer:

Email:

First name:

Last name:

Phone:

Relates to:

Type:

OS:

Browser:

Status:

**Note**

1100

1102

1104

FIG. 11

# Customer Service

Home Search New Ticket

## Search Ticket

Ticket No.	
First Name:	
Last Name:	Coleman
Email:	
Site:	
Keyword:	
Relates To:	All Topics
Date:	From: JAN 1 2001 to:
Status:	
	Search Clear

1200

1202

1206

1204

FIG. 12A



# Customer Service

Home Search New Ticket

## Search Results

1210

### Open Cases

**vit3.txcn.com**

Ads

09-APR-2002 11:31 (Theo Coleman) Question "akakakakaka akakak."

09-APR-2002 11:14 (Tom Coleman) Question "adfkijsdfki..."

News Content

15-APR-2002 15:20 (Tom Coleman) Complaint "There was no score for the Wel."

### Closed Cases

**testpe.belointeractive.com**

Advertising

06-MAY-2002 10:20 (Thomas Coleman) Question "What's going on?"

**testwltv.belointeractive.com**

Ads

11-APR-2002 15:44 (Thomas Coleman) Question "I entered this for you..."

11-APR-2002 15:09 (Tom Coleman) Question "Testing the system..."

FIG. 12B